

Solicitation Information  
June 4, 2012

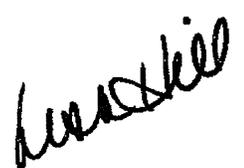
**Addendum # 7449772A1**

BID NO. **7449772**

TITLE: **PRIMARY SEAT BELT USAGE: EDUCATION AND STATEWIDE PUBLIC  
OUTREACH PROGRAM (MULTIPLE AWARDS ANTICIPATED)**

Submission Deadline: **JULY 11, 2012 @ 11:30 AM** (Eastern Time)

Minutes from Community Workshop held May 31, 2012 at the Federal Hill House,  
9 Courtland Street, Providence, RI.

Lisa Hill   
Chief Buyer - DOT

Vendors must register on-line at the State Purchasing Website at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

**NOTE TO VENDORS:** Offers received without the entire completed three-page  
RIVIP Generated Bidder Certification Form attached may result in disqualification.

**THIS PAGE IS NOT A BIDDER CERTIFICATION FORM**

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
RIDOT Addendum Notification

**7449772 – Primary Seat Belt Usage: Education and Statewide  
Public Outreach Program (MULTIPLE CONTRACTS ANTICIPATED)**

Per the issuance of Department of Transportation ADDENDUM # 7449772A1 the following changes are noted:

- CLARIFICATION

Attached responses 1 through 6 will clarify questions and comments discussed at the Community Workshop Meeting held on May 31, 2012 at the Federal Hill House, 9 Courtland St. Providence RI.

- ADDITIONAL WORKSHOPS

Workshops (2) originally scheduled on June 12, 2012 have been cancelled at this time. Scheduled dates and locations for additional workshops will be cited when made available on the RIDOT website at www.dot.ri.gov.

- ATTENDANCE SHEET

Courtesy copy of Attendance Sheet from Workshop held on May 31, 2012.

APPROVED:  6/4/12  
Kazem Farhoumand, P.E. DATE  
Chief Engineer

**TO ALL RESPONDENTS:**

The Rhode Island Department of Transportation / Office on Highway Safety (RIDOT/OHS) in collaboration with the Black and Latino Community Caucus Partnership is soliciting creative and inventive ideas/solutions from **non-profit organizations/groups** with regard to promoting behavioral acceptance relative to seatbelt usage among Rhode Islanders. The National Highway Traffic Safety Association (NHTSA) has made \$1 Million federal grant monies available to primary seatbelt States to effectively promote educational directives specific to occupant protection and seatbelt safety.

To secure this objective RIDOT/OHS is requesting qualified community based organizations to formally submit an **HS-1 APPLICATION (“ORIGINAL” + 6 COPIES)** to effectively connect with the targeted urban communities statewide and deliver this message through proposed innovative initiatives. Applications must be concise and clearly state proposed objective/outcome along with a proposed budgetary cost for the work outlined. All applications will be formally reviewed and scored by the RIDOT/OHS along with the governing Federal Agency NHTSA to ensure applications/costs received qualify under the imposed federal guidelines; the Black and Latino Caucus Community Partnership will also review applications to ensure proposals are culturally appropriate and promote outreach to multicultural communities statewide. RIDOT hopes these initiatives will be the beginning of sustainable connections with these communities with regard to promoting not only seatbelt safety but also future highway safety programs statewide.

The total cost associated with any HS-1 application may range between **\$5,000.00 and \$40,000.00**; the sum of all individual grant awards issued under this initial FFY2013 Program shall not exceed \$150,000.00. RIDOT reserves the right to revise/negotiate any selected initiative /cost in line with the limited annual funding available under this procurement. Applicants may contact the RIDOT/OHS directly to propose any seatbelt initiatives with a value **LESS THAN \$5,000.00** which can be immediately reviewed for acceptance and expedited for award.

Since this is a grant reimbursement program, RIDOT encourages the use of creative and financial partnerships in preparing and submitting applications. **The grant period will run on an annual cycle beginning on OCTOBER 1, 2012 with all activities concluded by SEPTEMBER 30, 2013.** Invoices must be received no later than OCTOBER 7, 2013 in order to qualify for payment within FFY 2013 timeline. Projects may “carry over” into the next grant program only if requested in writing no later than SEPTEMBER 1, 2013 along with a modified HS-1 application defining remaining budget and tasks associated. Any proposed changes in activities must be reviewed by RIDOT/OHS in order to ensure proper and timely reimbursement.

Each Applicant **must** include the **RIVIP BIDDER CERTIFICATION COVER FORM -all 3 Pages-** signed, completed and submitted along with HS-1 APPLICATION submission. A copy must be included in **EACH** application presented (“Original” + 6 copies). Failure to do so may result in disqualification. Respondents must register on-line at **www.purchasing.ri.gov** to access RIVIP Form. Should there be a need for technical assistance in registering or downloading document, please contact the RIVIP HELP DESK @ (401) 574-8100.

Any pertinent questions may be e-mailed to RIDOT @ [www.dot.ri.gov](http://www.dot.ri.gov) by accessing the **questions menu (?)** included along side project listing. Follow the **“Contracting/Bidding Opportunities”** link to locate questions menu and submit your query. Responses to questions will be posted under the same questions menu. The Q& A Forum will disable **5 FULL CALENDAR DAYS** prior to the due date for this project. **Therefore, questions will not be accepted after midnight on JULY 5, 2012.**

1. **Q – Can an Applicant submit an HS-1 application for a smaller project at this time and then submit an application for a continuation of this same project on a larger scale? The idea being to gain leverage through a pilot project**

**A – YES. RIDOT has been granted this funding in an effort not only to promote seatbelt initiatives within the targeted communities but also to secure lasting working relationships with our community partners over the next 4 YEARS. Our goal is to further and expand these initiatives through partnerships developed over time.**

2. **Q – Please explain 4 YEAR plan? Will \$150K will be made available each year?**

**A – Initial YEAR 1 Annual Program cost will be \$150,000.000; other funding will be made available incrementally over the next three anticipated program years. RIDOT’S plan is to maximize participation and lasting collaborations either through this grant incentive program or through ideas directly proposed to RIDOT.**

3. **Q – Does RIDOT have any other pertinent statistical data available to support the Problem ID established under this Program? Is there data available on RIDOT website to ensure use of accurate statistics??**

**A – YES. Along with RIDOT’S Annual Highway Safety Plan (HSP) available on the RIDOT website @ [http://www.dot.ri.gov/documents/highwaysafety/RI\\_HSP\\_FFY2012.pdf](http://www.dot.ri.gov/documents/highwaysafety/RI_HSP_FFY2012.pdf) , RIDOT will condense the data presented in line with program objectives and will provide on-line to all Applicants when available. RIDOT will also explore the possibility of securing data from hospitals relative to non-fatal injuries (brain injuries for example) which could have been prevented through seatbelt usage.**

4. **Q – Is there any data available relative to the latest “Click or Ticket “Campaign? Especially how many residents are not wearing seatbelts at a “local” level instead of at a State Level??**

**A- RIDOT’S goal is to educate the public “before” issuing citations. Latest two-week campaign showed an average of 4000 (est.) citations issued. RIDOT’S focus is not to secure monetary gain through this campaign but rather to promote safety through use of enforcement. Educational initiatives directed at new immigrants shall take into account the differences in driving habits/ seatbelt usage among different cultures. Focus on personal safety through preventative use of seat belts should be impressed upon those who were never required to wear seatbelts.**

5. Q – Are there any statistics available relative to elderly drivers?

*A – There is data available relative to elderly drivers who are exempt from seatbelt use due to medical reasons. The targeted demographic is generally drivers between 18 to 34 years old. Additionally RIDOT encourages initiatives directed at “tween” juveniles who were accustomed as children to always wear a seatbelt but grew out of this habit for different reasons as they matured.*

6. Q- With regard to allowable collateral, can RIDOT provide some sample “messaging” that can be utilized on materials provided under this initiative?

*A- The core messaging with regard to this initiative is solely the NHTSA national slogan for promoting seat belt usage namely “Click it or Ticket” which may be “modified” but not duplicated. For instance providing materials citing appropriate translation in another language to correctly transfer the proper messaging.*

**ADDITIONAL COMMUNITY WORKSHOPS SCHEDULED:**  
***RSVP requested but not mandatory.***

<b>DATE:</b>	<b>TIME:</b>	<b>LOCATION:</b>
MONDAY, JUNE 4, 2012	5:00 PM to 6:30 PM	St. Martin dePorres 160 Cranston Street Providence, RI 02918
THURSDAY, JUNE 7, 2012	1:00 to 3:30 PM	St. Martin dePorres 160 Cranston Street Providence, RI 02918

**Original Workshops (2) previously scheduled on JUNE 12, 2012 have been cancelled at this time; when available, schedule information for additional Community Workshops will be cited on the RIDOT website at [www.dot.ri.gov](http://www.dot.ri.gov) .**

**-END-**

# +++COMMUNITY WORKSHOP SIGN-IN SHEET+++

**DATE:** May 31, 2012     
 **TIME:** 9:00 AM to 10:30 AM     
 **LOCATION:** Federal Hill House  
 9 Courtland Street  
 Providence, RI 02909

**SUBJECT:** 7449772 - PRIMARY SEATBELT USAGE: EDUCATION AND STATEWIDE  
 PUBLIC OUTREACH PROGRAM ( Multiple Awards Anticipated)

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